

## Precise Targeting

```
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src=" + gaJsHost + "google-analytics.com/ga.js"
type='text/javascript'%3E%3C/script%3E"));
```

```
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
```

### Precise Targeting

Natural communities. There's a saying that the average consumer is willing to drive 3km toward and ½km away from town to buy at any particular store. No-one is willing to drive past five pharmacies, for example, to get to the sixth. Thus each city, no matter how large, will always be made up of several individual communities, each with their own business centre, serving one or more of the residential communities around them.

Circulation. The smaller businesses of each large city have to rely on the residents of their own surrounding community or communities to survive and it is those people alone they have to reach with their advertising dollars. TOO MUCH circulation (beyond the area they can reasonably expect customers to come from) is a waste of advertising dollars. Yet most advertising mediums include such unneeded circulation&mdash;at great expense to the smaller advertiser.

COFFEE NEWS &ldquo;zeros in&rdquo; on the area you need, allowing you to concentrate your advertising dollars on the people most likely to become your customers. It&rsquo;s EFFICIENT, yet inexpensive coverage, which makes good business sense. Why pay for more circulation than you can reasonably expect a profitable return from?

Presence. Most small and medium-sized advertisers can save at least a minimum of a third of your present advertising budget by using COFFEE NEWS. It not only reaches the majority of your "prime potential customers", it also boost the results of any other advertising you do by keeping your prime customers "warm to hot to buy" week after week.

And with multiple area incentives, medium and large-sized businesses can use COFFEE NEWS efficiently. For example, a large advertiser can re-run his TV commercials in a reader&rsquo;s mind (in COFFEE NEWS) for a fraction of the cost of the actual commercial. When a medium-sized advertiser advertises a sale with a large newspaper advertisement he&rsquo;s already &ldquo;warmed up&rdquo; his potential customers through COFFEE NEWS, so his &ldquo;newspaper sale&rdquo; generates far better response.

It&rsquo;s all about building a PRESENCE.

Benefits: Advertisers

The Power & Logic

An Advertising Story

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